

ORDER



Orders	Order / Rev:	704364
	Alt Order #:	06262029
	Product Desc:	AMERICANS FOR PROSP.
	Estimate:	1158
	Flight Dates:	08/15/12 - 08/21/12
	Original Date / Rev:	08/03/12 / 08/06/12
	Order Type:	Political

	WKYC
Primary AE:	Joe Knauer
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Mentzer Media Services/ POL
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave. Suite 306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Americans For Prosperity
	Demographic:	A35+
	Product Codes:	IS-Candidate/Presidential,IS-Candidate/G
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	33	\$47,225.00	\$40,141.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	33	\$47,225.00	\$40,141.25	0.00
Totals	33	\$47,225.00	\$40,141.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WKYC	17%	\$47,225.00
Market	100%	\$277,794.12

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	46%	\$127,785.29
WJW	18%	\$50,002.94
WOIO	19%	\$52,780.88
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/15/12	08/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	--WTF--		3				\$650.00		0.00			
E 2	WKYC	08/15/12	08/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	--WTF--		3				\$1,800.00		0.00			
E 3	WKYC	08/15/12	08/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--WTF--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
1X PER DAY															

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 Alt Order #: 06262029
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Americans For Prosperity
 Product Desc: AMERICANS FOR PROSP.
 Estimate: 1158
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/15/12	08/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p -- WTF--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		1X PER DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		3		\$3,000.00			0.00			
E 4	WKYC	08/15/12	08/17/12	Tonight Show Tonight Show	CM	1135p-1237a -- WTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		2X TH 1X W,F												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		4		\$600.00			0.00			
E 5	WKYC	08/15/12	08/18/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P -- WT- S-	:30	3	\$2,800.00	P-2	0.00	NM	3	\$8,400.00
		1X PER DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WT- S-		3		\$2,800.00			0.00			
E 6	WKYC	08/18/12	08/18/12	Sat Prime B Sat Prime B	CM	9-10p ----- S- (9:00 PM-10:00 PM)	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	----- S-		1		\$1,400.00			0.00			
E 7	WKYC	08/18/12	08/19/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su ----- SS	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	----- SS		1		\$850.00			0.00			
E 8	WKYC	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	8a-9a ----- S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	----- S		1		\$850.00			0.00			
E 9	WKYC	08/19/12	08/19/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su ----- S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	----- S		1		\$450.00			0.00			
E 10	WKYC	08/20/12	08/20/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a M- -----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M- -----		1		\$850.00			0.00			
E 11	WKYC	08/20/12	08/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a MT- -----	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
		1X PER DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT- -----		2		\$375.00			0.00			
E 12	WKYC	08/20/12	08/20/12	M-F 11a-12p Today Show III	CM	11a-12p M- -----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M- -----		1		\$225.00			0.00			
E 13	WKYC	08/20/12	08/21/12	M-F 5-6p Dr. Phil	CM	5p-6p MT- -----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		1X PER DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT- -----		2		\$650.00			0.00			
E 14	WKYC	08/20/12	08/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p MT- -----	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		1X PER DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT- -----		2		\$1,800.00			0.00			
E 15	WKYC	08/20/12	08/20/12	Nightly News Nightly News	CM	M-Su 6:28p-7p M- -----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M- -----		1		\$3,000.00			0.00			
E 16	WKYC	08/20/12	08/21/12	Tonight Show Tonight Show	CM	1135p-1237a MT- -----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$600.00		0.00			
E 17	WKYC	08/20/12	08/21/12	M-F 11-1135p	CM	11-1135p	MT-----	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
				Channel 3 News at 11p M-F											
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$2,800.00		0.00			
													Totals	33	\$47,225.00